

The XM instant traffic and weather are a valuable addition to their service. Conventional AM or FM broadcasters traffic and weather are a minimum of 10 minutes apart, forcing consumers to listen to up to 9 minutes of programming including commercial advertisements before receiving the information. The XM service's information is instantly available and continuous. For the traveling listener away from his or her hometown, finding a station to receive traffic and weather is not easy. The XM channel guide makes this very easy, and you can listen to the traffic long before you enter a city and plan around construction and accident delays accordingly. Subscribers pay a monthly fee to utilize these services and the far superior music offerings of XM Radio. The NAB should focus its efforts on improving conventional AM and FM programming to stay competitive, rather than hindering a new company with fresh ideas and a superior product.